

Organ plays at 9, 11, 11:55 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Showers

# "There Are Some Things Worth More Than a Cash Profit"

## We Have Heard a Whisper Upon Our Patriotic Movement

that the vote of the people from May 3 to July 3 was a vote of

- confidence
- approval
- appreciation

A man or a store's self-estimate is not always safe to go upon.

What we care for is the estimate the people make of what we are doing, and we have never had such unanimous praise and encouragement as we have had in the past sixty days.

There are some things worth more than a cash profit paid over a counter.

We feel encouraged to work along new lines and to make a store of greater service, and at the same time to help to make Philadelphia what the new Mayor wants it to be.

Literally thousands of our citizens and fellow-countrymen have applauded and supported the effort that we have only begun and will continue to work upon to bring about a status of more reasonable prices.

Whatever comes day by day the signature under this little piece in the corner means that the merchandise we sell—

- (1.) shall be of undeniably good quality.
- (2.) shall be unquestionably of the value placed upon it, and—
- (3.) that from every point of view the business organization of the Store shall be growing into effectiveness for the public good.

[Signed]

*John Wanamaker*

July 7, 1920.

## Pleats Still Hold Sway in the Newest Capes

They are of wool jersey, some in tricot weave, and just about the right weight for a Summer cape. The pleats go all the way around, making the cape cling closely to the figure to give the desired slim silhouette.

The collar is rounded with a shirring which makes it stand up high and it ties with cords and tassels. In navy blue, black, dark brown, tan or gray, really excellent values at \$36.50.

(First Floor, Central)

## SMART NEW BELTS FOR FROCKS AND SWEATERS

One of the daintiest belts is a narrow, tubular affair of the white kidskin. It is finished with a metal comes in all sizes \$2.25.

She wants a black patent leather belt, there is a style with metal buckle and of good leather and, of course, is tubular. Black or tan calf belts, which widths, with metal buckles, are \$4.

(Main Floor, Central)

## NEW SWEATERS FOR GIRLS AND BOYS

We have sweaters for most all the young people who want them, for the sizes start at babies' sizes and go up to size 36.

There are slip-ons and those which fasten down the front. There are sweaters of fine wool and the kind of these are sweaters with metal square buttons without any other ornamentation.

There are white, pale blues and pinks for the younger children, tans, browns, blues, garnets, greens and heather mixtures for the older girls and boys. \$3.50 to \$10.

(Third Floor, Chestnut)

## A BIG BAR OF SPANISH CASTLE SOAP FOR \$1.75

This is a soap popular for general bath purposes and especially for shampooing, for it makes such a rich, creamy lather.

The bars are of generous size, they weigh well over two-and-a-half pounds each. \$1.75 the bar.

(Main Floor, Chestnut)

## GEORGETTE WAISTS—LIGHT AND DARK

One style with lots of tucks and lace is pink and white and sells at \$8.

Another with collar made wholly of net and lace edging and insertion is \$8.75.

A navy Georgette heavily braided is \$16.75. This style may be had with a tan vest.

Navy and black waists with white vests are \$25.

Navy with bisque vest heavily embroidered with navy is \$30.

(Third Floor, Central)

## A NEW DOLL FOR LITTLE GIRLS WHO SEW

is to be found in the Art Needlework Store. The doll is of sturdy cardboard and of good size, and it may be bought separately for 30c.

A little package of clothes, already stamped and to be worked, includes a dress, a hat and bloomers, and is 60c.

The dressed doll, complete, in gingham frock and hat, is \$3.50.

And a little trunk to carry the clothes and the doll is \$2.75.

And somebody in the Art Needlework Store who knows all about such things, will be very glad to teach or to show little girls how to make the clothes.

(Second Floor, Chestnut)



## A Little Showing of New Autumn Fashions in Millinery

Duveltyne, velour, velvet—they all spell Autumn in millinery!

It is an interesting showing of the first new hats for Fall—hats in new shapes and new colors and quite new styles. But they are hats which may be worn at once by women who like to wear the fashions early.

There are duveltyne hats in new brown and red shades—some with velvet brims; some with hand embroidery of silk or gold cord; there are small hats of duveltyne with crush brims of another color and still another color embroidery.

Crowns have a tendency to be larger; brims are usually soft and may be bent into the most becoming shapes for the wearers.

Sports hats they are, most often one of a kind, very smart and most attractive.

Prices start at \$13.50. (Second Floor, Chestnut)

## Concerning Women's Organdie Frocks—\$13.75 to \$62.50

Nothing cooler or more delightful in color can be imagined than these dresses, with their corals and flesh shades, their robin's egg and horizon blues, their orchids and maize colors. And there is always white. Moreover, they are made with such quaint features as long fichu collars, tiny ruffles, pipings, self-loops and sashes. A few among them are of the embroidered all-over organdie. Prices \$13.75 to \$62.50.

(First Floor, Central)

## Women's Pajamas

A big shipment in time for people going away for the summer. Some are one-piece and some are two-piece.

(Third Floor, Central)

## ONCE MORE PLISSE CREPE AT 40c A YARD

Much less than the same quality has been for some time past. Only in the two colors of pale blue and flesh pink, both, however, very desirable for women's lingerie, negligees and children's clothes. It is 30 inches wide and doesn't need ironing.

(First Floor, Chestnut)

## Newest Platinum Cuff Links for a Man

They are the loose-link kind that he likes so much for soft shirts, and they are about as nice a gift as one could think of.

Some are a combination of gold and platinum, others are all platinum; and in shape one can have round, oval, octagonal or square, plain or with engine-turned stripes or engraved edges. A number are set with small diamonds.

Prices go from \$150 to \$250. (Jewelry Store, Chestnut and Thirteenth)

## Women's Umbrellas Special at \$7.50

Frames of the 8-rib paragon style; covers of union taffeta (silk-and-cotton) with silk selvages; handles with bakelite tops and silk loops or bakelite rings. They are all black and particularly good for the money.

(Main Floor, Thirteenth)

## Beaded Handbags Near Half Price

Two excellent styles that under ordinary circumstances would be just about double the prices marked on them.

Good roomy shapes, silk lined and containing purse and mirror. Attractive floral designs, chiefly in blues, and ornamented with beaded fringe around bottom.

\$14.75 with covered frame and \$18 with shell-finish celluloid frame.

(Main Floor, Chestnut)

## Letitia Corsets

Here are some lightly boned models designed for growing girls and slight women.

At \$4.50. A low bust model with medium length skirt and short bones.

At \$5.75. A topless of

(Third Floor, Chestnut)

pink batiste with insert of elastic under the bust. Embroidered net trimming.

At \$6. White batiste with very low bust.

At \$6.50. A topless model with short front steel and bones over abdomen; also short skirt.

(Third Floor, Chestnut)

## Women's Summer Underwear and Stockings Underpriced

Seasonable merchandise at a fourth to a third below regular markings.

65c for white ribbed cotton combination suits with lace or tight knees, regular and extra sizes. First grade.

\$1 for an envelope suit in a better quality, also first grade.

(West Aliso)

\$1.35 for Swiss ribbed white lisle combination suits with low necks, no sleeves and tight knees; regular sizes. First grade.

\$1.85 a pair for full-fashioned black silk stockings with mercerized tops and soles. First grade.

## Now for Anyone Desiring a Mahal Rug—

or a Cabestan or a Daghestan. Weaves of these particular types are in very attractive choice. The Mahals, of course, are in carpet sizes and they are charming pieces, all lately unbaled.

These are in characteristic Mahal red, rich and decorative, with all-over patterns in ecru, blue and other shades. A number have ecru grounds with the patterns in red.

For sizes 8x10 feet to 10x14 feet the prices are \$375 to \$625, and moderate at that. The Daghestan and Cabestan pieces are rugs of unusual attractiveness in varying shades of blue with red, yellow, ivory, green and ecru, the general effect being lively and charming. These two are a recent importation and good at the prices—\$125 to \$250.

Among them are some lovely antique pieces. (Seventh Floor, Chestnut)

## IT'S NOT TOO LATE TO PUT YOUR FURS AWAY

in the Wanamaker Fur Storage Vault. They will be far safer in the Fur Vault than at home, and you need have no fears as to moths, fire or burglars.

Furs, fur wraps, Winter coats for women and men, men's evening clothes—all these and many more are cared for in our cool, airy vault.

Simply send us a post-card—we'll gladly send the wagon for your belongings. (Third Floor, Central)

## A GOOD BATH SPRAY FOR A DOLLAR

One of the special features of this \$1 spray is the good tubing—you'll notice it at once. We have seen others, more expensive, with tubing not so good.

It has a generous-sized spray, too, and is, altogether, a mighty good spray for the price. (Main Floor, Chestnut)

## A 30 Per Cent Saving on Whittall Anglo-Persian Rugs

is such an unusual event that people who know rugs are always waiting to take advantage of it. These beautiful rugs are generally conceded to be the finest made in America.

We have a limited quantity in discontinued designs, and a few showing slight marks of handling, that we can sell at 30 per cent below the regular prices.

9 x 12 ft., \$136.50. 9 x 15 ft., \$184.75.

8.3 x 10.6 ft., \$122.50. 11.3 x 15 ft., \$231.

6 x 9 ft., \$83.50. 10.6 x 13.6 ft., \$208.

3 x 15 ft., \$62.50. (Seventh Floor, Chestnut)

## Men's Good Summer Shirts of Woven Madras

In a weight comfortable for warm weather and in designs and colorings of agreeable range and taste. Soft cuff, plain negligé style, of course. Price \$3.50.

(Main Floor, Market)

## Dainty Glassware for Iced Tea and Such

Light-cut glassware is the regular name of it, and now is the season for it, and we certainly have a variety of it, all in pretty cuttings, very many of them done by a skilled crafter in our own shops.

Iced tea sets (6 tumblers and covered jug), \$5 a set.

More elaborately cut ones at \$7.50 and \$8.50 a set.

Sherbet sets (low bowl and 6 sherbet glasses or else a footed bowl and 6 sherbet glasses), \$8 a set.

Lemonade bowls, \$6 and \$6.50 each.

Cracker and cheese dishes, \$2.25 to \$4.50 each.

Handled sandwich trays, \$2.50 each.

Guest sets (jug and tumbler that fits snugly in the neck of it), \$2.25 a set.

Night sets, 50c to \$1.50 a set.

Water pitchers, \$2.25 to \$3.50 each.

Berry bowls, \$1.75 and \$2 each. (Fourth Floor, Chestnut)

## Camp Blankets Are the Things

And here are several fine, new shipments of the best kinds we know of.

One new lot in a choice of olive drab, or gray, woven of all-wool, size 60x82 inches, at \$8.50 each.

At \$12 each we have a lot of olive drab and gray blankets of all-wool, size 66x84 inches.

The finest camp blankets that we know of are here at \$16.50 each; olive drab, size 66x84 inches, woven of all-wool. If you prefer another shade, we have a new group of camp blankets in brownish gray with dark blue striped borders, size 60x82 inches, all-wool, at \$10 each.

English striped camp blankets are here also and very attractive they are; in tan or fawn with dark brown stripes woven with cotton warp, in size 63x83 inches at \$16 each.

As a collection these groups would be hard to equal for excellence, variety and worth.

(Sixth Floor, Central)

## "Life of Lord Kitchener" By Sir George Arthur

This is the official biography of the great Englishman. The first two volumes deal with his life up to the war; the third with the war and Kitchener's part in it, and all three contain revelations of great interest and significance.

Price of the three volumes, \$12.50. (Main Floor, Thirteenth)

## The Wanamaker Summer Special Candy Box—\$2

Delicious caramels, fruit pastilles, and cream wafers it holds in tempting variety—two pounds and a generous week-end box. The sweets are fresh as can be and very good, and the whole package is \$2.

Assorted chocolates, many varieties, with sweet chocolate coating, are \$1.25 a pound.

If you are planning a children's party, these will interest you: Pink Jack Horner pies for the table, with 12 favors, \$7.

Pink baskets—and they are in the loveliest shade of pink and the daintiest shape—20c each.

Pink bonbons, 75c a dozen. (Down Stairs Store, Chestnut)

## Summer Shoes at Lower Prices Than for Many a Moon

Taking them by and large, the values in this shoe sale are better than in any shoe sale for a long time. Savings range from a third to a half, and in many instances prices are less than half.

As is invariably the case in such a large disposal, and where savings are so pronounced, sizes are not complete in all groups, but the variety is so great that almost any one can find a satisfactory style in the right size.

### Women's Shoes

At \$4.60, \$5.60 and \$7.60 a pair are many styles of pumps and oxfords with various kinds of heels and toes. Some have satin or suede backs and there are white buckskin high and low shoes among them.

(First Floor, Market)

### Men's Shoes

At \$7.25 are black and tan calfskin oxfords and white canvas high and low shoes with rubber soles. At \$11.25 are heavy tan grain leather brogue oxfords.

Also some new Fall high shoes, in brogue styles, at \$8.75 and \$11.75. (Main Floor, Market)

## Sports Scarfs

Of brushed wool, plain and striped, in quiet colors and gay ones—browns, purples, tans, grays, greens, yellows and so on. Prices are \$7.50 to \$20.

(Main Floor, Central)

(Main Floor, Chestnut)